

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently amended) A method comprising:
  - receiving inquiry data related to an inquiry of a user with a listing service about a listing posted by an entity other than the user;
  - creating, by a processor, a user's lead in response to the user's inquiry, the user's lead is to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data;
  - storing the user's lead as a lead record in a database;
  - using text analysis tools, monitoring information related to the lead record that is received by the processor;
  - using the received information, dynamically creating, by the processor, an action record each time an action to be taken in furtherance of the user's lead is identified;
  - storing the action record in the database, the lead and action records comprising information to provide the user with a status of the user's lead; [[and]]
  - communicating a user interface accessible by the user that visibly displays information from the lead record, action record, and information related to the user's lead received from one or more ancillary services; and
  - transmitting, by the processor, an alert to the user, the alert comprising information from a record selected from the group of records consisting of the lead record and the action record.
2. (Original) The method of claim 1, wherein the listing service is a web site having job postings listed thereon.
3. (Original) The method of claim 1, wherein the listing service is a web site having personal ads listed thereon.

4. (Original) The method of claim 1, wherein the listing service is a web site having real estate postings listed thereon.
5. (Original) The method of claim 1, wherein the listing service is a web site having automobile postings listed thereon.
6. (Original) The method of claim 1, wherein the listing service is a web site having auction items listed thereon.
7. (Previously Presented) The method of claim 1, wherein the ancillary service is an electronic mail service.
8. (Original) The method of claim 1, wherein the ancillary service is an advertising system.
9. (Original) The method of claim 1, wherein the ancillary service is a road navigation system.
10. (Original) The method of claim 1, wherein the ancillary service is a news system.
11. (Previously Presented) The method of claim 1, wherein the step of receiving inquiry data related to an inquiry of the user with the listing service further comprises:  
receiving inquiry data from an application operative on a computing device of the user.
12. (Previously Presented) The method of claim 1, wherein the steps of receiving inquiry data related to an inquiry of a user with a listing service and creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data further comprise:  
receiving inquiry data from a user computer at the listing service;  
capturing the inquiry data at the listing service;  
making a remote procedure call to access an application programming interface  
from the listing service to a tracking system operative with programming  
to create the user's lead record;

transmitting the inquiry data to the tracking system from the listing service; and  
creating a user's lead to be pursued by the user that makes the inquiry with the  
listing service, the user's lead being created using the received inquiry  
data.

13. (Currently amended) A method comprising:

receiving inquiry data from a user computer at a listing service about a listing  
posted by an entity other than a user making an inquiry;  
capturing the inquiry data at the listing service;  
transmitting the inquiry data to a tracking system from the listing service;  
creating, by a processor, a user's lead in response to the user's inquiry, the user's  
lead is to be pursued by the user that makes the inquiry with the listing  
service, the user's lead being created using the received inquiry data;  
storing the user's lead as a lead record in a database;  
using text analysis tools, monitoring information related to the lead record that is  
received by the processor;  
using the received information, dynamically creating, by the processor, an action  
record each time an action to be taken in furtherance of the user's lead is  
identified;  
storing the action record in the database, the lead and action records comprising  
information to provide the user with a status of the user's lead; [[and]]  
communicating a user interface accessible by the user that visibly displays  
information from the lead record, action record, and information related to  
the user's lead received from one or more ancillary services; and  
transmitting, by the processor, an alert to the user, the alert comprising  
information from a record selected from a group of records consisting of  
the lead record and the action record.

14. (Currently amended) A system comprising:

a server system accessible via one or more networks by one or more computing devices of a user and capable of communicating with one or more listing services via one or more of the networks;

a database system in communication with the server system;

wherein the server system ~~includes~~ comprises programming to receive data from the listing services related to an inquiry by a user about a listing posted with a listing service by an entity other than the user, generate a user's lead in response to the user's inquiry, the user's lead is to be pursued by the user that makes the inquiry with one of the listing services, the user's lead being created using the data received from the listing services, and store the user's lead as a lead record in the database system;

wherein the server system further ~~includes~~ comprises programming to communicate a user interface accessible to the user that visibly displays a summary of the user's lead;

wherein the server system further ~~includes~~ comprises programming to interact with at least one ancillary service system and provide information generated by or received into the ancillary service system to the user;  
[[and]]

wherein the server system further includes programming to monitor, using text analysis tools, information related to the lead record; [[and]]

wherein the server system further ~~includes~~ comprises programming to receive action data corresponding to an action to be taken in furtherance of the user's lead, using the received information, dynamically generate an action record, store the action record in the database system, and provide information about the action record to the user, the lead and action records comprising information to provide the user with a status of the user's lead;  
and

wherein the server system further comprises programming to transmit an alert to the user, the alert comprising information from a record selected from a group of records consisting of the lead record and the action record.

15. (Currently amended) A tracking system comprising:
- a server-side component operative on a server system capable of communication with a network, the server-side component including programming to:
    - receive data related to an inquiry of a user with a listing service about a listing posted by an entity other than the user;
    - create a user's lead in response to the user's inquiry, the user's lead is to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data, and store the user's lead as a lead record;
    - communicate a user interface accessible to the user that visibly displays a summary of the user's lead using the stored lead record;
    - interact with at least one ancillary service system and provide information generated by or received into the ancillary service system to the user;
    - using text analysis tools, monitor information related to the lead record that is received by the processor; and
    - using the received information, dynamically generate and store an action record each time an action to be taken in further of the user's lead is identified using information from the lead record, and provide information from the action record to the user, the lead and action records comprising information to provide the user with a status of the user's lead; and
    - transmit an alert to the user, the alert comprising information from a record selected from a group of records consisting of the lead record and the action record.